

Mission

The purpose of an agency's mission statement is to relate:

- WHAT is going to be done
- WHY it is done
- WHO is going to be served

mission statement examples

"To Increase the physical activity levels of high school students in Kansas in order for them to develop a lifetime commitment to exercising on a regular basis, thereby preventing premature death and disability"

"The Kansas Health Foundation is dedicated to improving the health of all Kansans"

"We support grassroots and community partnership efforts in creating and sustaining positive change"

Mission statements:

Relate the agency's special task or purpose

Should be no more than a paragraph—the shorter the better

Are a useful tool to measure potential new direction against—"Is this in keeping with our mission?"

Show that different agencies may have the same/similar mission statements

Mission statement: small group exercise

step # 1

Each person take a few minutes to individually answer the following questions from their personal perspective:

1) My organization will do (action) _____

2) For whom (who do we serve?) _____

3) So that (result of our action) _____

step # 2

After writing individual answers, discuss in your small group. Have someone record the answers on a flip chart.

Please take about 10-15 minutes to do Step #2 and don't forget to designate a recorder and a reporter!

step # 3

Large group call out. Each small group calls out in value added manner (don't repeat same information other small group has already called out). Record on a flip chart.

step # 4

Commitment from small sub-group (no more than 2-4 people) to develop a draft mission statement from the information generated for review at a later time by the larger group. This can be the same sub-group drafting vision statement or a different group.

Vision

The purpose of the vision statement is:

- To relate the impact the agency will have if it succeeds in implementing its strategies and achieves its full potential

vision statement examples

"That all seniors in Kansas have access to quality health care"

"That Kansas will be the #1 State in which to raise a child in 20 years"

"That all Kansans have a voice and share their talents and experiences to create thriving, supportive communities"

Vision statements:

Tell the organization's "Ideal Hope"—the way it "ought" to be:

For organization
For those served

Attract commitment

Energize people

Create meaning in staff's lives

Establish a standard of excellence

Bridge the present and the future

Show that different organizations can have the same vision

